

## Surfrider Foundation's Mission



A grassroots environmental organization dedicated to the protection and enjoyment of oceans, waves and beaches through a powerful activist network.

## Good Work of Surfrider Chapters

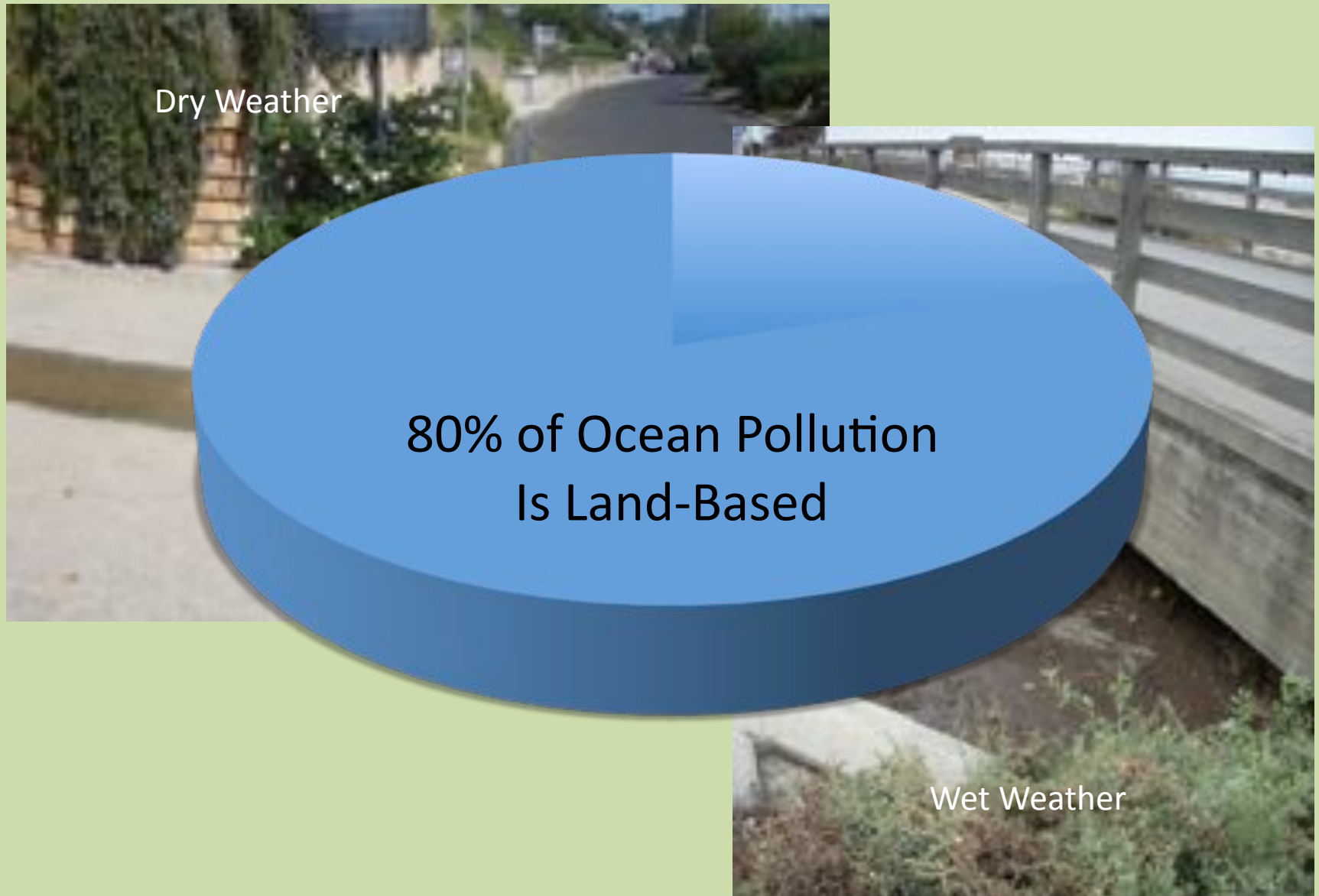
From  
Beach Cleanups...



Water Quality  
Testing, and Cool  
Campaigns



## And Activism Surrounding Ocean & Beach Health



## OFG is Pollution Prevention



**Concentrate on Retaining or  
at Least Cleansing the  
First Flush:**

**The first  $\frac{3}{4}$  – 1 Inch  
of rain after a dry period.**



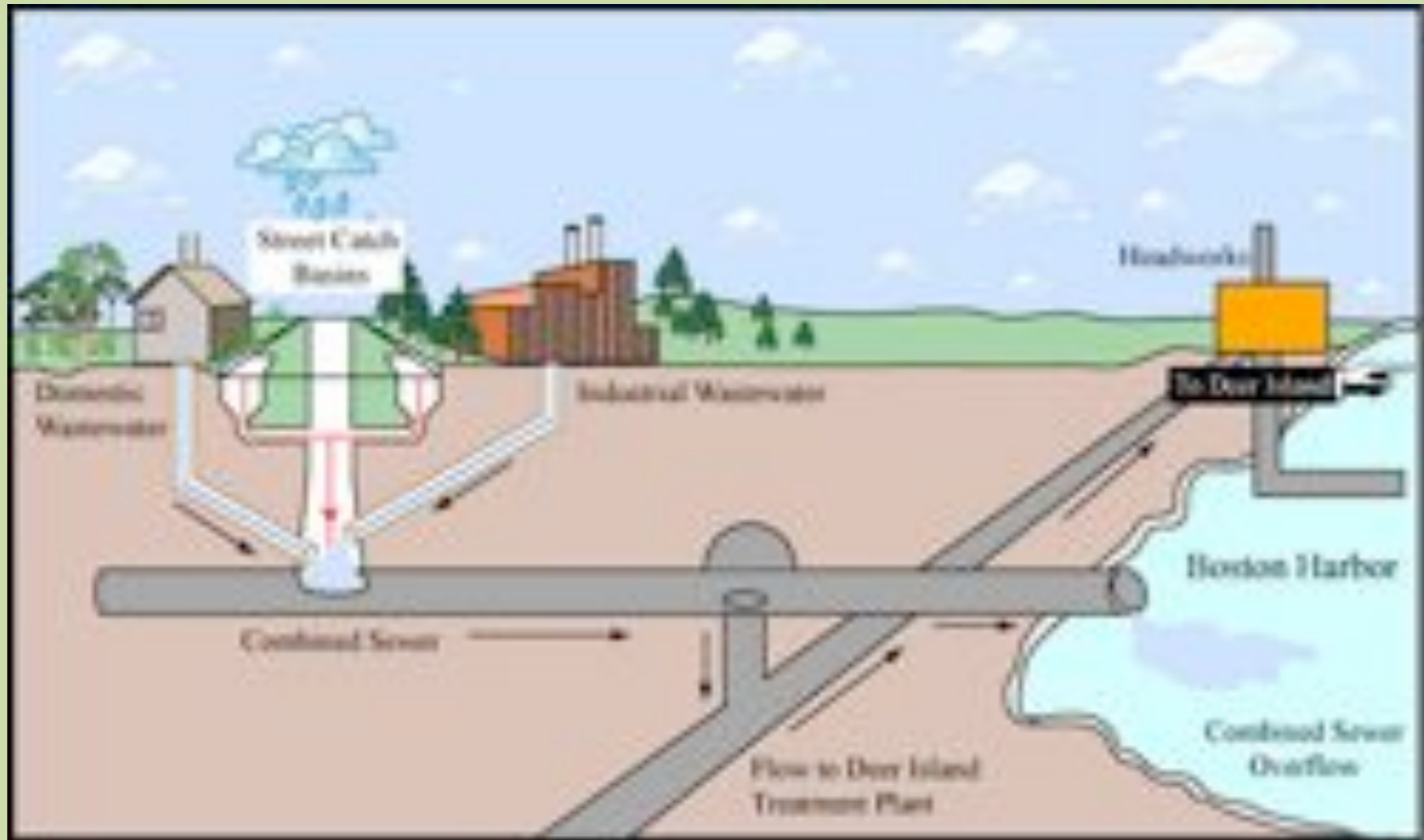
## First Flush Carries Street Pollution (Seen and Unseen)...



To Storm Drains ...



## Combined Sewer Outflow (CSO): Stormwater + Wastewater in Same Pipes





## Through the Flood Control System ...



During a storm, billions of gallons of water may run through the storm drain system.

This overwhelms the cleaning system and pollutes our waterways.

Increased runoff also means decreased groundwater recharge.



## To Our Oceans and Beaches ...



Image courtesy of Heal the Bay

## Killing Life ...



Image courtesy of Heal the Bay.



## And Builds Awareness About Runoff







Does New Jersey's  
**economy** depend upon  
its clean beaches?

Surfrider Foundation Created The  
Ocean Friendly Gardens Program:



[www.oceanfriendlygardens.org](http://www.oceanfriendlygardens.org)

# Start Thinking of Your Home As **A Mini-Watershed**



**C**onservation

An illustration of a two-story house with a chimney, surrounded by trees and a lawn. The word 'Conservation' is overlaid in a large, bold, blue font with a red drop shadow.



**P**ermeability

An illustration of a car parked in a driveway. A person is using a hose to spray water on the ground, and another person is standing nearby. The word 'Permeability' is overlaid in a large, bold, blue font with a red drop shadow.



**R**etention

An illustration of a lawn with a lawnmower. A person is mowing the lawn, and another person is standing nearby. The word 'Retention' is overlaid in a large, bold, blue font with a red drop shadow.

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Apply C.P.R. To Revive Watersheds and Oceans



# CPR Principles

## **Conservation** of

- Water
- Fertilizers, pesticides and herbicides (most come from petroleum)
- Energy (moving & cleaning water use lots of energy)
- Wildlife habitat
- Air quality reduced use of gas-powered maintenance machinery (air pollutants) and yard waste through native or climate-appropriate plants, spaced with their mature size in mind.

## **Permeability** through

- Healthy, biologically active soil (mulch, compost)
- Hard surfaces that are porous, have gaps in them or direct water to soil


## **Retention** of rainwater by

- Rain chains and rain gardens, storing water in the soil for the dry seasons
- or rain barrels save it to water veggies, preventing it from running off the property.

# Is Rainfall Enough for Plants?

- Average yearly rainfall
  - New Jersey: 42 inches.
  - Portland: 37 inches.
- 1,000 sq. foot roof x 1 inch of rain = creates 600 gallons of runoff.
  - 42" x 600 gals = 25,000 gallons
- Water that can feed native and climate-appropriate plants, i.e., those adapted to this rainfall pattern.

## OFGs Sponge-Up the Rain

- 
- ① Prevents Pollution and Flooding
  - ② Reduces Supplemental Water Required
  - ③ Recharges Local Water Sources
  - ④ Beautiful Garden



## OFG Cuts Water, Yard Waste and Maintenance Time

# The Numbers Speak for Themselves

### Traditional Landscape



51,000 Gallons

WATER



130 Pounds

YARD WASTE



80 Hours

MAINTENANCE  
HOURS

### Sustainable Landscape



8,000 Gallons

WATER



25 Pounds

YARD WASTE



15 Hours

MAINTENANCE  
HOURS

Consumption for one year based on 2004-2006 data.

# Copying Nature

Like 3 R's (Strategy) – Reduce, Reuse, Recycle (& Recharge)

Remember The 3 S's For Water (Technique):

- Slow it – rocks at base of downspout; rain chains; mulch or gravel.
- Spread it – distributed to multiple areas.
- Sink it – recharge groundwater.

Streams Curve & Have Low Spots

# Program Objectives and Strategy: Build Chapter and Program Capacity

- **Build on Surfrider programs** - Blue Water Task Force, Beach Clean-Ups, Special Places.
- **Prepare volunteers and land stewards** – owners and renters, through education, training and hands-on assistance. Apply CPR at home, work and public spaces.
- **Spark change** - through visible, community-building projects. Ask those helped to join an OFG Committee and become “ambassadors” in their neighborhood. So we can scale-up OFG.
- **Collaborate:**
  - government agencies so they incorporate OFG principles and practices into policies, programs and regulations.
  - local landscape professionals to help lead OFG Program components and incorporate OFG into their own projects.



## Additional Benefits

Helps to find new members – reach new demographics, e.g., gardeners, birders.

Common sense approach

See immediate change

# Chapter Volunteer Jobs

*Similar to other Programs and Campaigns:*

Coordinating parts of events – outreach, admin

Leading activities – walks

Educating – tabling, talks

Policy change – LID ordinance

# We Help Educate, Train, Assist and Connect People



Basics Class



Hands-On Workshops (HOWs)

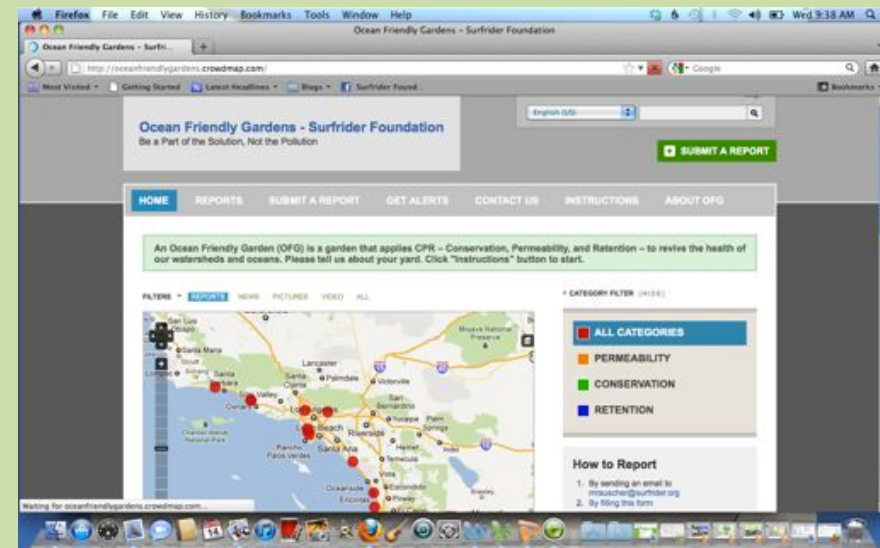
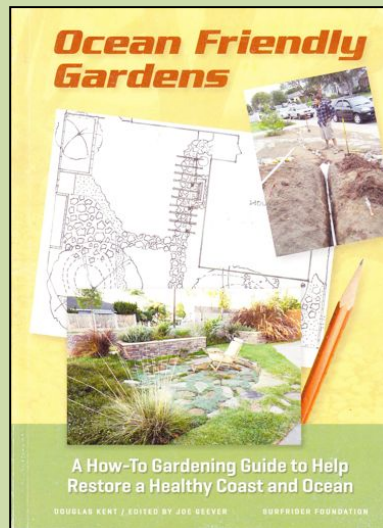
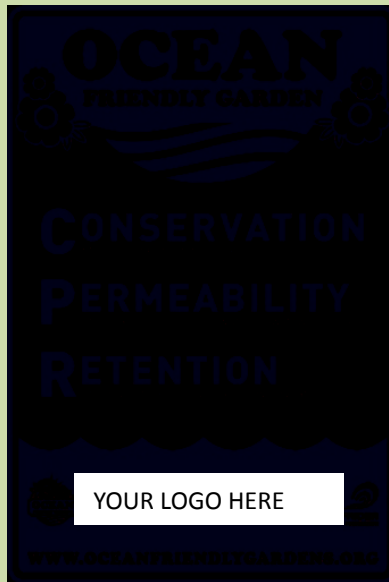


Garden Assistance Program (GAP)



Lawn Patrol: Neighborhood Walk

# OFG Sign, Book, Blog and Online Tracking





# OFG Activist Toolkit

Firefox File Edit View History Bookmarks Tools Window Help

Ocean Friendly Gardens Activist Toolkit - Beachapedia

http://www.beachapedia.org/Ocean\_Friendly\_Gardens\_Manual

Most Visited Getting Started Latest Headlines Blogs Surfrider Found...

## Ocean Friendly Gardens Activist Toolkit

Chapters Appendices

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### Table of Contents

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- CHAPTER 5: INFORMATIONAL PROGRAM
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- CHAPTER 7: SERIES PROGRAM

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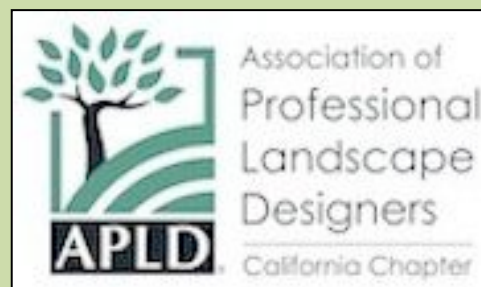
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# OFG Blossoms Through An **Integrated** Approach



- ① Bringing OFG to Agencies, Professionals, Non-Profits
- ② Professional Leadership & Support to Hands-on Activities
- ③ Multiple Funding Partners
- ④ Public Demonstration Gardens
- ⑤ Multiple benefits: water quality, water supply, flood management, etc.



## OFG Lawn Patrol = Neighborhood Walks





## We Look For Gardens That Are Ocean Friendly



And Educate About Gardens That Are Not





# We Offer Assistance To Make Your Garden Ocean Friendly

OCEAN FRIENDLY GARDENS PROGRAM FROM THE SURFRIDER FOUNDATION

## LAWN PATROL STOPPED BY, AND WE LOVE YOUR GARDEN!



DATE: \_\_\_\_\_  
TIME: \_\_\_\_\_

We toured your neighborhood, and noticed your garden has many features of an Ocean Friendly Garden which utilizes CPR:

☐ Conservation  
☐ Permeability  
☐ Retention

Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Attend a Class or Workshop and get involved!

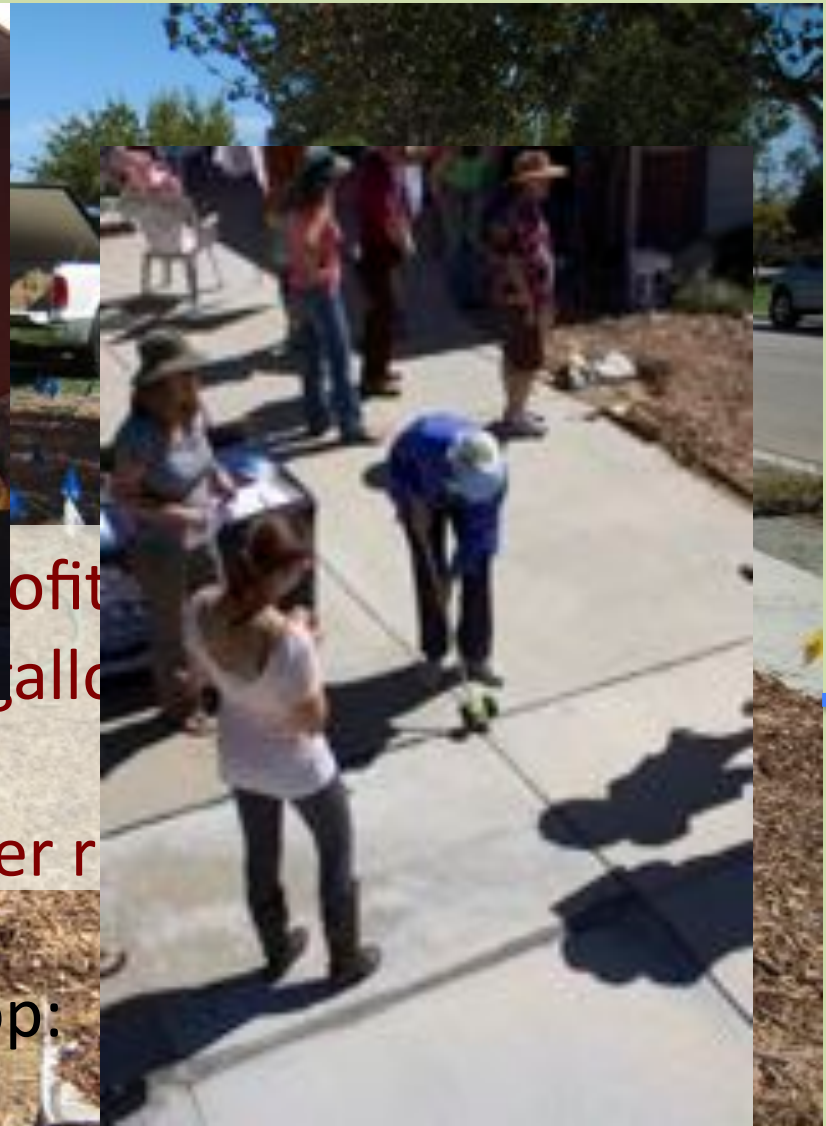




## Hands-On Workshop: Permeable Driveway



# OFG Series: Ventura, CA



OFG Basics Class

Dry and wet weather r

Hands-On Workshop:  
Site Evaluation





And GAP



- ✓ City of Ventura Public Works Dept.
- ✓ Surfrider Ventura Chapter
- ✓ Each Participant Paid \$10 For Series





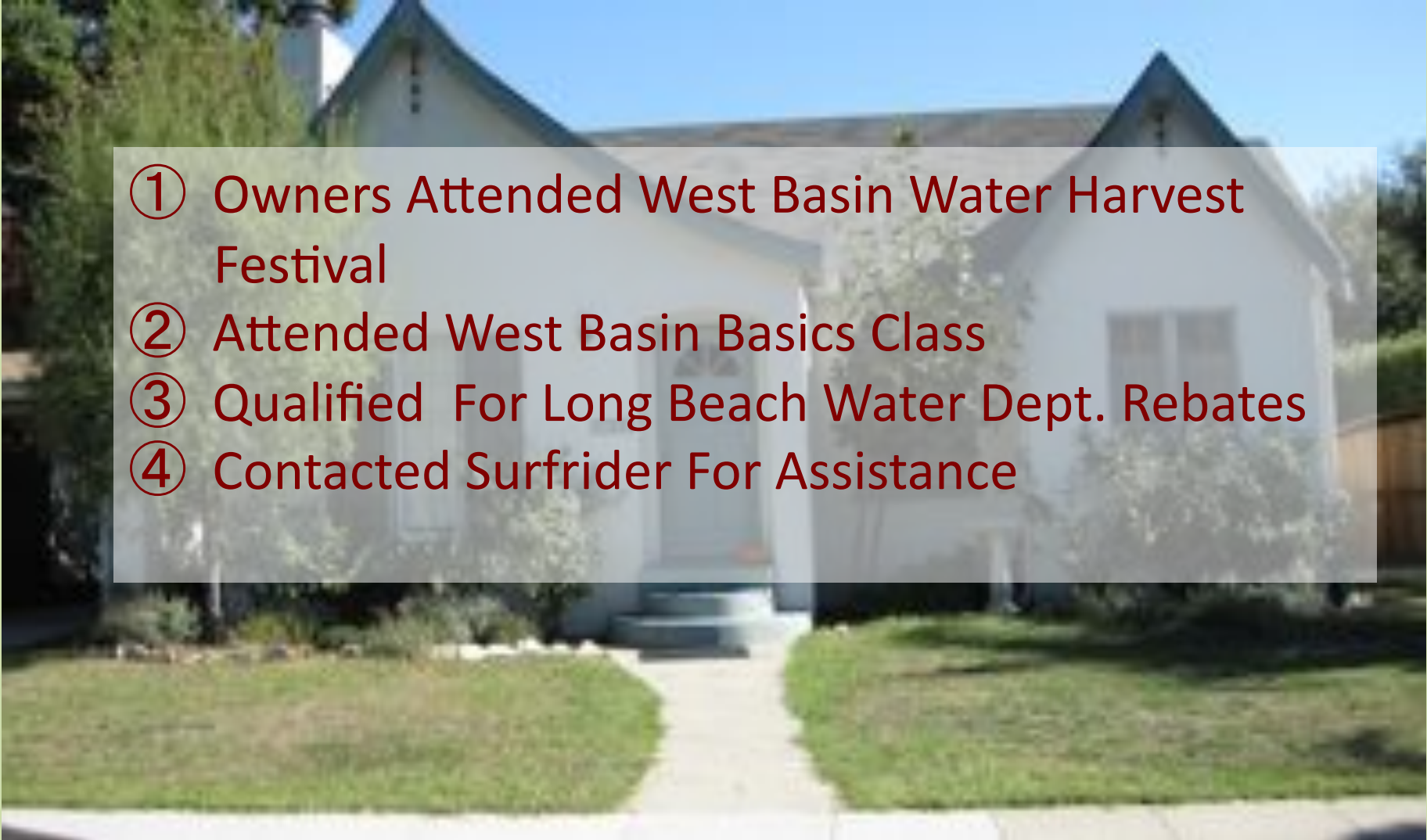
Reduced Water Use by 90%  
Zero Dry-Weather Runoff  
Zero Wet-Weather Runoff  
Build Habitat

## No Irrigation Needed Through August





## Workshop/Workday Blend: Long Beach, CA

- 
- ① Owners Attended West Basin Water Harvest Festival
  - ② Attended West Basin Basics Class
  - ③ Qualified For Long Beach Water Dept. Rebates
  - ④ Contacted Surfrider For Assistance

Private Residence





## Workday Agreement Between GAP Host and Surfrider

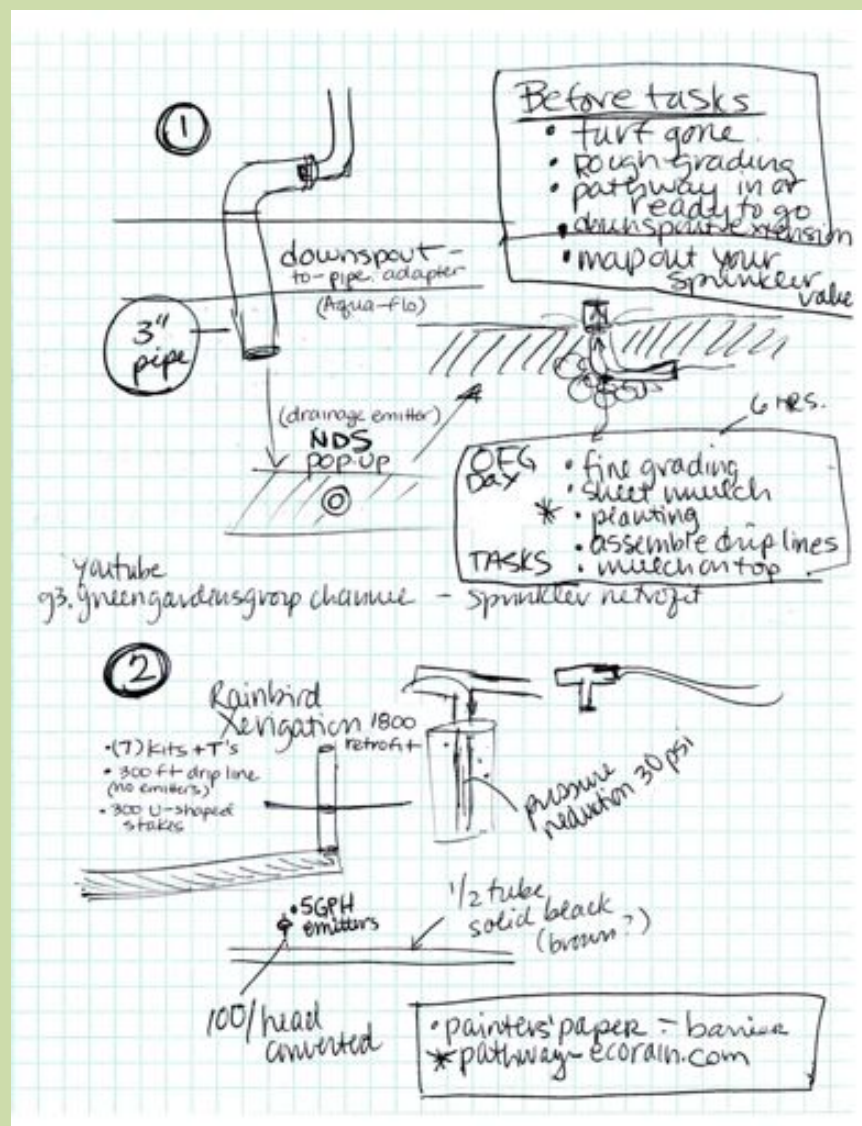
- ✓ Create An OFG Design
- ✓ Gather All Materials
- ✓ Invite Family, (2) Friends, & (3) Neighbors
- ✓ Host The Food
- ✓ Pay For Professional Workday Coordination
- ✓ Participate & Learn
- ✓ Join Surfrider
- ✓ Pay It Forward: Lead Lawn Patrol & Organize Events



Site Meeting: Owner, SF-LB, G3



## Homeowners Paid G3 To Lead







Reduced Water Use by 90%  
Zero Dry-Weather Runoff  
Zero Wet-Weather Runoff  
Build Habitat









Figure 10: Using a rock-lined trench to convey water across a walkway (Photo: Portland Bureau of Environmental Services (BES))

## Other Ways to Direct Rainwater



Figure 12: Trench drain through a sidewalk at a building in Portland. (Photo: Derek Gidycz, ORE)

## OFG Series: La Jolla, CA



800 sq. ft. lawn retrofit

Lawn used 18,000 gallons of water/year

Dry and wet weather runoff at Local Surf Spot

Private Residence



And GAP





## Homeowner Agrees To Spread The Word

Reduced Water Use by 80%  
Zero Dry-Weather Runoff  
Zero Wet-Weather Runoff  
Build Habitat







Share good food and meet cool people





## Seek Out Local Resources

Mulch –tree trimmers

Compost – City, homemade

...Or Brew Compost Tea

## Series + Workday: OFG Public Demonstration Project

**1,300 Sq. Ft. Lawn Behind the Lawndale Library**



- ✓ Best Buy Grant
- ✓ West Basin & MWD ECP Grant Funds
- ✓ Professional And Volunteer Labor



## Partnerships are Key



West Basin MWD, Metropolitan Water District of  
Southern California, Surfrider, G3, Local Businesses,  
Teen Friends of the Library







## HOWs Can Cover:

1. Site Evaluations
2. Work Days
3. Maintenance



Maintenance &  
Stewardship HOW





Including  
Homeowners

The Garden Was Built  
With Paid Professionals  
And Volunteers







The Lawndale OFG Became Reality





**Reduced Water Use by 80%**  
**Zero Dry-Weather Runoff**  
**Zero Wet-Weather Runoff**



## San Francisco Chapter – “Plant Don’t Pave”



<http://www.plantsf.org/FeaturedProjects.html>

# Ecosystem-based Management

## Integrated Water Management

## Wastewater Reuse

## Green Streets

## Ocean Friendly Gardens

in your  
watershed

in your city

in your  
neighborhood

at home

public  
policy

individual  
action



## Low Impact Development (LID) – Commercial Parking Lot

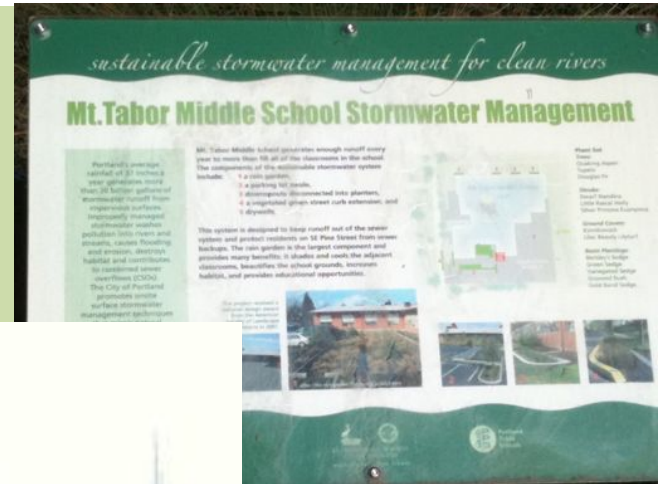


Green Street – Curb Cut Leading to Swale in Parking Strip  
(And Permeable Concrete and Asphalt Street)





...And At A School



Partnership Example: Soil & Water Conservation Districts (SWCD)  
(EMSWCD Offers Classes, Workshops, Grants)





# Action Plan

- Evaluate Chapter Capacity and Interest
  - See what programs & resources already exist (Chapter 5/OFG Activist Toolkit)
  - Reach out to professionals, agencies, etc.
- Develop a Strategic Plan
  - Sample one: Chapter 9/OFG Activist Toolkit
  - Neighborhood walk, workday, etc.

# Paul's Role

Support Chapters and Field Staff:

- Resources – website, blog, forum
- Expertise – talk, assist

Regular updates – email, phone (like RAP)

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